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## FOR IMMEDIATE RELEASE

### ATLAS MEDICAL TO DEMONSTRATE HOW TO WEATHER THE PERFECT STORM OF CHALLENGES IN CONNECTED HEALTHCARE AT WASHINGTON G2 LABORATORY OUTREACH 2010 CONFERENCE

**Calabasas, CA, May 25, 2010**, Atlas Medical Software today announced plans to demonstrate how labs can meet the challenges posed by the surge in EMR/EHR adoption using the Atlas suite of solutions, including Atlas LabEMR<sup>®</sup>, at the Washington G2 Reports Laboratory Outreach 2010 conference that will be held at the Hyatt Regency Baltimore, June 2-4, 2010, in Baltimore, MD.

Atlas LabEMR orchestrates the workflow between the lab and physician EMRs, supporting seamless integration to ensure clean electronic orders from any EMR/EHR system. Multi-staged workflow support allows the order to originate in the EMR/EHR and get cleaned up in office, at the patient service center or in customer service. This not only increases the lab's ROI, but also allows the lab to remain in control while implementing and proactively managing multiple physician EMRs across its network.

"A key issue for labs today is the growing number of physicians that want to connect to labs with systems the labs cannot control. As a result, labs risk loss of productivity, control over branding and ultimately the physician relationship," stated Bob Gregory, Senior Vice President of Corporate Strategy for Atlas. He continued, "Atlas has developed a comprehensive strategy to address this impending connected healthcare tsunami. Our LabEMR module, with multi-staged order workflow, enables the lab to connect to these various systems in a sophisticated manner that ensures they get the order in and keep the chaos out."

The Company offers a variety of solutions for the clinical environment, including Atlas OuterWare<sup>™</sup>, an integrated suite of solutions for laboratory outreach. This powerful, next-generation platform helps laboratories develop, manage and grow their outreach business. The suite includes: LabWorks<sup>®</sup>, LabEMR<sup>®</sup> and LabNetWorks<sup>™</sup>. Most recently, Atlas introduced HealthCentric<sup>™</sup> HIE, the multi-dimensional connected care platform that offers "instant on" with more than 120 lab and radiology service providers and includes features such as physician referrals, CPOE, discharge summaries, multi-lab connectivity and more.

#### **About Atlas Medical Software**

Atlas Medical delivers cost-effective outreach solutions for the healthcare enterprise that include integrated CPOE for Laboratory, Radiology, ePrescribing and other disciplines, along with features to support EHR adoption. Our advanced technology enables laboratories to efficiently manage their operations and reduce costs. Atlas customers include hospital outreach programs, healthcare centers of excellence and commercial laboratories. Atlas Medical is a division of Atlas Development Corporation. For more information, visit us at [www.AtlasMedical.com](http://www.AtlasMedical.com).